

Svartådalen — The Black River Valley

- Rivervalley farmland, floodplains, wetlands
- Natura 2000 and Ramsar site
- National culture heritage area
- Leader+ area



Where is Svartådalen?



- In the province Västmanland
- In the middle of Sweden
- Just 1 hour drive west from Stockholm and Arlanda airport

Management & conservation



- Only one small nature reserve
- Management by agri-environmental subsidies (600 ha)
- 50-60 farmers active in management
- Mowing and grazing

Background

- From agriculture to nature management
- No to further drainage
- Restoration of floodplains
- Management contracts with local farmers
- Increased farming incomes
- Introducing tourism



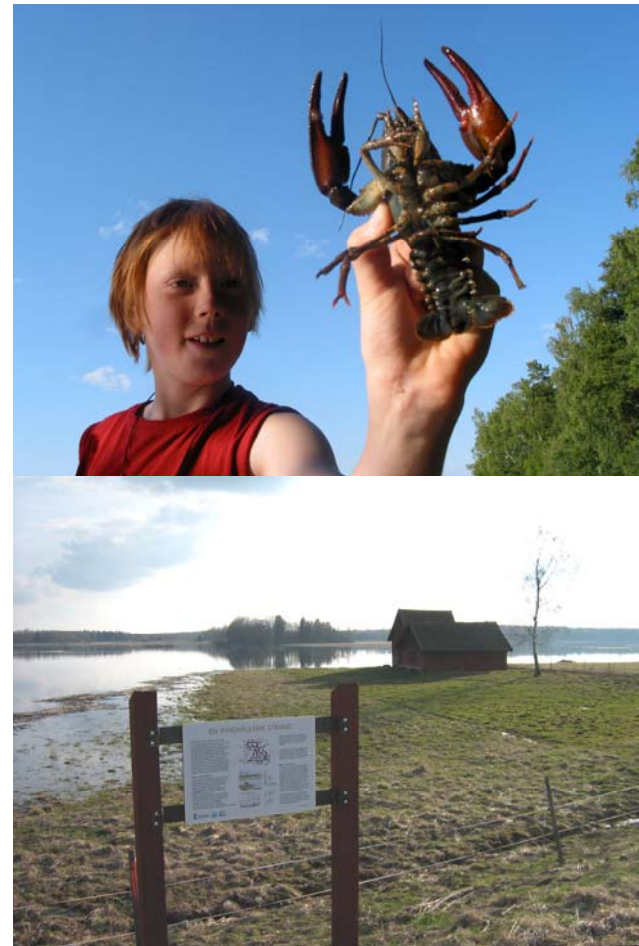
Partnership in rural development

- LRF - Farmers union
- County board administration
- Local municipalities
- WWF
- Leader+
- Local conference hotels/ spa
- Regional Tourism Board
- Visit Sweden
- Swedish Agricultural
- University



Activities - projects 2002- 2006

- Saving the Crayfish
- Youth culture
- Bed & Breakfast
- Tourism
- Maintaining local service
- Nature school
- Infrastructure



Entrepreneur-ship

- Nature tourism
- Local products, meat, bread, cheese
- Handicraft & art
- B&B, stay on a farm
- Subcontractors in carpentry, transports, printing, webdesign



How was it done?

- Creating a new organisation for development.
- Realising/ developing ideas within Projects (EU)
- Steering committés with broad representation of landowners, local NGO:s
- Reference groups with partners and authorities.



Glocal Communication

- A good webpage - www.svartadalen.nu
- Printed Newsletter distributed to all inhabitants
- Public meetings and seminars
- Media



Organising Nature Tourism

- Find a target group (e.g. birdwatchers)
- Invite journalists, photographers, tourleaders.
- Get good press
- Cooperation with foreign tour-operators



Attractions



Criteria for success

- Comfortable lodging
- Good (local) food
- Personal service
- Local traditions/
Meeting people
- Good local bird
guiding



Next step

- Developing paths for trekking, biking, horse-riding
- Diversification of tourism activities
- Nature visitors center
- Green meat
- Increased and developed partnership

